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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING FRIDAY, JANUARY 11, 1952</u>			
Now Going On	SHOWING OF SPRING & SUMMER STOCKINGS Introduction of a new hosiery color category at continuous showings for press and retail trade. Publicity: Sally Cramer, PL. 9-2925.	BEAUTIFUL BRYANS	270 PARK AVENUE 605-A
Now Going On	SHOWINGS OF SUMMER JEWELRY COLLECTION Continuous daily showings. Publicity: Ann R. Silver Assoc., MU. 7-8654.	CORO JEWELRY	47 WEST 34TH STREET SHOWROOM-3RD FLOOR
Friday Jan. 11 8:00 A.M. Breakfast	SPRING MILLINERY AT VISITING PRESS SHOW Laddie Northridge will invite the out-of-town press to a breakfast showing of his Spring millinery. By invitation. Publ.: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Jan. 11 9:00 A.M.	N.Y. DRESS INSTITUTE'S STYLE-WISE SERIES (DAYTIME FASHIONS) FOR VISITING EDITORS--HOTEL PLAZA, BALLROOM.		
Jan. 11 10:00 A.M.	N.Y. DRESS INSTITUTE'S STYLE-WISE SERIES (JUNIOR FASHIONS) FOR VISITING EDITORS--HOTEL PLAZA, BALLROOM.		
Friday Jan. 11 10:00 A.M. Brunch	PRESS & TRADE PREVIEW OF SPRING MILLINERY Beatrice-Martin will invite the press and trade to a brunch and preview of her millinery collection for Spring. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	HOTEL PLAZA WHITE & GOLD SUITE
Jan. 11 11:00 A.M.	N.Y. DRESS INSTITUTE'S STYLE-WISE SERIES (FASHIONS FOR LARGE WOMEN; TALL GIRLS; PETITE; MATERNITY) FOR VISITING EDITORS--HOTEL PLAZA, BALLROOM.		
Jan. 11 12:00 Noon	N.Y. DRESS INSTITUTE'S STYLE-WISE SERIES (EVENING AND BRIDAL FASHIONS) FOR VISITING EDITORS--HOTEL PLAZA, BALLROOM.		
Jan. 11 1:00 P.M.	N.Y. DRESS INSTITUTE'S LUNCHEON AND MERCHANDISING FORUM FOR VISITING EDITORS--HOTEL PLAZA, BALLROOM.		
Jan. 11 3:00 P.M.	ADELE SIMPSON (N.Y. DRESS INSTITUTE COUTURE MEMBER) SHOWING FOR VISITING EDITORS--530 SEVENTH AVENUE, SHOWROOM.		
Jan. 11 4:00 P.M.	MOLLIE PARNIS OF PARNIS-LIVINGSTON (N.Y. DRESS INSTITUTE COUTURE MEMBER) SHOWING FOR VISITING EDITORS--530 SEVENTH AVENUE, SHOWROOM.		
Jan. 11 5:00 P.M.	CLAIRE McCARDELL OF TOWNLEY (N.Y. DRESS INSTITUTE COUTURE MEMBER) SHOWING FOR VISITING EDITORS--550 SEVENTH AVENUE, SHOWROOM.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 11 4:00 P.M.	A. & S. COLLEGE BOARD PREVIEWS SUMMER FASHIONS Henry Rosenfeld will present his collection of Summer fashions at a special preview for A. & S. College Board. A. & S. Publicity: Frances Bemis, TR. 5-7200. Rosenfeld Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFELD; & ABRAHAM & STRAUS	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Friday Jan. 11 6:00 P.M. Cocktails; Supper	PRESS SHOWING OF COATS AND SUITS Willi's Spring collection of coats and suits will be presented at a cocktail party in the "Club Willi" for the visiting press. By invitation only. Publicity: Angeline Dougherty, CH. 4-2308.	WILL NEMEROV	500 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Friday Jan. 11 8:15 P.M.	OPERA PARTY FOR VISITING EDITORS The Jewelry Industry Council will be host to the visiting editors at the evening performance of "La Traviata" at the Metropolitan Opera House. By invitation only. Publicity: Martha Percilla, FL. 7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Saturday Jan. 12 8:30 A.M. Breakfast	"UNDER THE SUN AND STARS IN SCHIFFLI" Spring and Summer fashions in Schiffli Embroidery for Sun, Surf, Street and Startime at breakfast preview for visiting editors. By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERY BUREAU	SAVOY PLAZA HOTEL SAVOY ROOM
Saturday Jan. 12 9:30 A.M. Breakfast	BRIGANCE OF SPORTSMAKER VISITING PRESS PREVIEW Showing to out-of-town editors of Resort and Spring collection of bathing suits, beachwear, playclothes, separates, and dresses, designed by Brigance of Sportsmaker. By invitation. Contact: Irving Lein, BR. 9-1723.	SPORTSMAKER (DESIGNED BY BRIGANCE)	SAVOY PLAZA HOTEL SAVOY ROOM
Saturday Jan. 12 11:00 A.M.	"WEEKEND AT WEST POINT" FOR VISITING PRESS "Weekend At West Point" for visiting press, sponsored by Aris Gloves; Doris Day Furs; Fisba Fabrics; Glenhunt Coats & Suits; Marvella Pearls; Nelly de Grab; Sea-Nymph Swimsuits; Wm. Skinner & Sons; Tussy Cosmetics; Vanity Fair Mills. Editors will leave New York at 11:00 A.M., Saturday (busses will be waiting at the Savoy Plaza Hotel after the Brigance fashion show) and will return late Sunday afternoon (to Trifari jewelry preview at 16 East 40th Street). Editors will stay at the U.S. Hotel Thayer and will be guests at the Sesqui-Centennial Celebration of the founding of West Point. Fashion show at War Department Theatre. By invitation only. Publicity: Lind-Gilbert, Associates, PL. 3-4786.	LEADING MILLS AND MANUFACTURERS	WEST POINT ACADEMY
Sunday Jan. 13 4:45 P.M. Cocktails	SPRING JEWELRY PREVIEW AT COCKTAIL PARTY Trifari, Krussman & Fishel will invite the out-of-town and local editors to a cocktail party and presentation of Spring jewelry fashions, with special guest stars of Trifari's TV show, "Tex and Jinx". By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Sunday Jan. 13 7:00 P.M. Cocktails	SPRING HATS AT VISITING PRESS PREVIEW Mr. Fred of John Frederics, Inc. will invite the out-of-town editors to a cocktail party at his home and a showing of the Spring millinery collection. By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	820 PARK AVENUE (MR. FRED'S APARTMENT)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 14, 1952</u>			
Jan. 14 8:00 A.M.	NEW YORK DRESS INSTITUTE'S BUFFET BREAKFAST FOR VISITING EDITORS-- HOTEL PIERRE, COTILLION ROOM.		
Jan. 14 9:00 A.M.	MONTE-SANO & PRUZAN (N.Y. DRESS INSTITUTE COUTURE MEMBER) SHOWING FOR VISITING EDITORS--HOTEL PIERRE, COTILLION ROOM.		
Jan. 14 10:00 A.M.	NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE COUTURE MEMBER) SHOWING FOR VISITING EDITORS--HOTEL PIERRE, COTILLION ROOM.		
Jan. 14 11:30 A.M.	DAVIDOW SPORTSWEAR (N.Y. DRESS INSTITUTE COUTURE MEMBER) SHOWING FOR VISITING EDITORS--550 SEVENTH AVENUE, SHOWROOM.		
Monday Jan. 14- Jan. 18 12:00 Noon	SPRING AND SUMMER COTTON FASHIONS IN BATES FABRIC Cotton fashions for Spring and Summer in Bates fabrics. Press invited. Open to public. Publicity: Lois Garrett or Jeanne O'Brien, MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR YARD GOODS DEPT.
Monday Jan. 14- Jan. 19 12:00 Noon- 4:00 P.M.	PRESENTATION OF "TOP DRAWER" BEAUTY & FASHIONS A. & S. will feature Helena Rubinstein's "Top Drawer" beauty kit, and a display of "Top Drawer" fashions for career girls. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	STREET FLOOR ELEVATOR COURT
Monday Jan. 14 12:30 P.M. Luncheon	SHOWING FOR VISITING AND LOCAL PRESS Presentation of Spring and Summer collection of dresses and suits. By invitation only. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Jan. 14 2:00 P.M.	BRIGANCE OF FRANK GALIANT (N.Y. DRESS INSTITUTE COUTURE MEMBER) SHOWING FOR VISITING EDITORS--205 WEST 39TH STREET, SHOWROOM.		
Monday Jan. 14 2:30 P.M.	PRESS PREVIEWS: SPRING MILLINERY N.Y. press show at 2:30 P.M. <u>Repeat show for visiting editors at 5:00 P.M.</u> Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Jan. 14 3:00 P.M.	MILMONT GOWNS (N.Y. DRESS INSTITUTE COUTURE MEMBER) SHOWING FOR VISITING EDITORS--530 SEVENTH AVENUE, SHOWROOM.		
Jan. 14 4:00 P.M.	CEIL CHAPMAN (N.Y. DRESS INSTITUTE COUTURE MEMBER) COCKTAIL SHOWING FOR VISITING EDITORS--530 SEVENTH AVENUE, SHOWROOM.		
Jan. 14 5:00 P.M.	LILLY DACHE'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:00 P.M., 78 EAST 56TH STREET. (See Above).		
Monday Jan. 14 5:00 P.M.- 7:00 P.M. Cocktails	PRESS AND TRADE SHOW OF FASHIONS & BRAS Maidenform will present the forthcoming "Dream" ads, for 1952, featuring the Spring bra line and fashions from designers' ready-to-wear collec- tions, and introducing Edward Carroll, designer, who has created clothes especially for this show. <u>Showing at 6:00 P.M.</u> By invitation only. Publicity: Jan Lovett, William H. Weintraub & Co., MU. 8-3901.	MAIDENFORM BRASSIERE CO.	HOTEL PIERRE GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 14 6:00 P.M. Reception; Jan. 15- Jan. 17 3:00 P.M.- 11:00 P.M.	"HEART FUND FAIR" OPENING NIGHT RECEPTION Receptions at the opening of the "Heart Fund Fair" for the benefit of the N.Y. Heart Association. An exhibit of furs, jewelry, antiques, porcelains, linen, china and crystal which will be for sale. By invitation only. \$10.00 donation for Heart Fund. <u>On Tuesday, Jan. 15 through Thursday, Jan. 17, 3:00 P.M. to 11:00 P.M. the Fair will be open to the public; \$1.00 donation.</u> An auction of the entire exhibit will be held on Thursday evening. Publicity: Frank and Betty Law, Public Relations Dept. of N. Y. Heart Association, Inc. 45 East 47th St., MU. 8-1400.	NEW YORK HEART ASSOCIATION, INC.	SAVOY PLAZA BALLROOM
Monday Jan. 14 7:00 P.M. Cocktails; Dinner	MEXICAN FASHIONS AT MOVIE PREVIEW Mexican dress fashions and new fabrics will be presented by Kay Windsor Frocks in coordination with the Twentieth Century-Fox motion picture, "Viva Zapata!" about a Mexican revolutionary figure. Cocktails and dinner will be served to syndicate press and magazines, N.Y. newspaper editors. By invitation only. Kay Windsor Publicity: Moni Abidon, CH. 4-3865. Twentieth Century-Fox Promotion: Hal Gross, CO. 5-3320.	KAY WINDSOR FROCKS & TWENTIETH CENTURY-FOX	TOOTS SHOR 51 WEST 51ST STREET
Monday Jan. 14 8:00 P.M. Dessert	FASHIONS FOR TRAVEL AT VISITING PRESS SHOW Ready-to-wear and accessories. <u>Showing at 9:00 P.M.</u> By invitation. Powers Contact: Carl Kempf, PL. 5-0990, Publ.: Merchandising Coordinates, WA. 9-9155. Luggage & Leather Gds. Assn. Publ.: Alyce Drew, LE. 2-3960.	LUGGAGE & LEATHER GOODS & JOHN ROBERT POWERS	HAMPSHIRE HOUSE COTTAGE
Monday Jan. 14- Jan. 18	CORSET & BRASSIERE SHOW FOR SPRING 1952 Contact: Jed Sylbert, Exec. Director, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN
Tuesday Jan. 15 10:00 A.M. And 2:00 P.M.	"FIGURES ARE FASHION" FILM SHOWINGS Warner Brothers Co., manufacturers of foundation garments, will premiere new fashion film, "Figures Are Fashion", to be preceded by comments on market conditions by John Field, President of the company. Also a showing of the film, "Facts About Your Figure". Admission by ticket only for both shows. (Complete Spring line will be displayed in Warner's showroom, 200 Madison Avenue, during week of Jan. 14). Publ.: Helen Adwin, MU. 3-1194.	THE WARNER BROTHERS CO. (BRIDGEPORT, CONN.)	TOWN HALL 113 WEST 43RD ST.
Tuesday Jan. 15 10:00 A.M.	LA TAUSCA FASHION SHOW FOR VISITING PRESS Spring collection of Majeska-designed pearl jewelry for La Tausca will be presented to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	411 FIFTH AVENUE SHOWROOM
Tuesday Jan. 15 11:00 A.M.	SHOWING OF SCARVES; ALSO MEN'S NECKWEAR Women's scarves, accessories, and men's neckwear for local and visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday Jan. 15 12:00 Noon Luncheon	LUNCHEON TO HONOR 1952 MAID OF COTTON Patricia Mullarkey of Dallas, Texas, the 1952 Maid of Cotton will be the guest of honor at a press luncheon. She will wear cotton fashions in Reeves fabrics. By invitation only. Contact: Charles Schroeder, WO.4-2424.	REEVES BROTHERS	ST. MORITZ HOTEL SKY GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 15 12:30 P.M. Luncheon	LUNCHEON FOR VISITING AND LOCAL PRESS Coty will invite the out-of-town and local editors to a luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN CLUB 5TH AVE. & 60TH ST.
Tuesday Jan. 15 1:00 P.M. Luncheon	BENEFIT LUNCHEON SHOWING: CRUISE & RESORT FASHIONS Showing of Hannah Troy collection for benefit N.Y. Foundling Home, also accessories and children's clothes from Bonwit Teller. Hats-Mr. John. Press by invitation. Public by reservation; contact: Headwaiter, PL.3-0200. Troy Publ.: Gladys Steiner, MU. 9-1630. Bonwit Publ.: Nancy Talbert, EL. 5-6800. Sherry's Fashion Publ.: Mollie Baldwin, LE. 2-4281.	HANNAH TROY; & BONWIT TELLER	SHERRY'S-300 PARK SHERRY ROOM
Tuesday Jan. 15 2:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Showing of sun-backs, playclothes and suits. By invitation. Resident buyers preview, Wed., Jan. 16, 3:00 P.M. Contact: Ken Williams, PE.6-7462.	del MAR SPORTSWEAR, LTD.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday Jan. 15 4:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY Presentation to the press of the Spring millinery collection by Braagaard. By invitation only. Contact: Grace Marie Biehl, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Tuesday Jan. 15 6:30 P.M. Cocktails: Dinner	BRA FASHION EXTRAVAGANZA EARL WILSON IN PERSON Bali will introduce new bra fashions. Judge Earl Wilson. Commentator: Vyvyan Donner. By invitation only. Beauty Pageant Publicity: Sol Abrams, Bert Nevins, Inc., WI. 7-9715. Bali Publicity: Trudy Brent, MU. 6-6700.	BALI BRA, INC. (8 WEST 30TH STREET)	HOTEL PLAZA GRAND BALLROOM
Beginning Tuesday Jan. 15	OPENING OF SPRING HAT COLLECTIONS IN PARIS Jan. 15: Rose Descat. Jan. 16: Emma Pierron; Mme. Suzy. Jan. 17: Maud et Nano; Rose Valois. Jan. 18: Suzanne Talbot; Suzanne Vigneron. Jan. 22: Jean Barthes; Simone Cange; Jacques Heim; Le Monnier. Jan. 23: Marie-Christiane; Jean Patou; Claude St. Cyr. Jan. 24: Denise Chabaud; Suzanne Fournillon; Nelly Maria Guy; Gilbert Orcel. Jan. 25: Achille. Jan. 26: Cecile Billard; Svend. Jan. 29: Albouy; Evelyn Arzan. Jan. 30: Legroux Soeurs; Caroline Reboux.	PARIS MILLINERY DESIGNERS	PARIS, FRANCE
Cancelled Jan. 16	LORD & TAYLOR'S PRESS PREVIEW OF SPRING MILLINERY BY OTTO LUCAS OF LONDON, ORIGINALLY SCHEDULED FOR WED., JAN. 16 AT 10:00 A.M., HAS BEEN CANCELLED.		
Wednesday Jan. 16 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING "The Spring Silhouette Is Slanted--To A Hat"--fashions and hats from 14 top N.Y. milliners. Speaker: Pegeen Fitzgerald, WJZ Radio and TV. Subject: "Hats--Crack of Dawn to Dewy Eve." Commentator: Maud G. Moody, chmn., Millinery Div. Price \$4.75 (for members); \$5.00 (for guests). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday Jan. 16 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW "Springtime In New York"--showing by Russeks during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publ.: Florence Lord, WI. 7-1900. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Jan. 16	OPENING DATE: ITALIAN COUTURE Leading Italian couturiers will show their Spring and Summer collections. Contact: Italian Fashion Service in Milan, Italy.	LEADING ITALIAN DESIGNERS	ROME, MILAN FLORENCE, ITALY
Thursday Jan. 17 9:30 A.M. Breakfast	JUNIOR FASHIONS IN M. & W. THOMAS COTTONS Press showing of junior cotton fashions in M. & W. Thomas fabrics. By invitation only. M. & W. Thomas Publicity: Roberta D. Miles, OR. 5-9551. Altman Publicity: Lois Garrett or Jeanne O'Brien, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	8TH FLOOR CHARLESTON GARDENS
Thursday Jan. 17 11:00 A.M.	SPRING SHOE COLLECTION AT PRESS SHOWING Presentation to the press of the Spring shoe collection by Saks Fifth Avenue. By invitation only. Publicity: Grace de Mun, FL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR BRIDAL SALON
Thursday Jan. 17 5:30 P.M.- 7:30 P.M.	SHOWING OF SUMMER COTTONS Showing of South-into-Summer cotton fashions for misses and women by Annetta. Open to public. Publ.: Frances Bemis, Feature Events, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	2ND FLOOR DAYTIME DRESS DEPT.
Friday Jan. 18 2:30 P.M.	PRESS PREVIEW: SUMMER SPORTSWEAR COLLECTION Presentation to the press and trade of the Summer collection by Ciro Sportswear. By invitation only. Publicity: Emily Ryon, CH. 4-6851.	CIRO SPORTSWEAR	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Jan. 19- Jan. 26	ANNUAL NATIONAL CROCHET WEEK, NATIONAL NEEDLECRAFT BUREAU, THROUGHOUT THE COUNTRY. Publicity: George Pounder, LE. 2-4455.		
Sunday Jan. 20- Jan. 24	NEW YORK DRESS MARKET WEEK Contact: Garment Salesmen's Guild, 110 West 40th St., BR. 9-4580.	GARMENT SALESMEN'S GUILD OF NEW YORK	HOTEL NEW YORKER 7TH & 8TH FLOORS
Jan. 20- Jan. 24	SPRING MARKET WEEK IN CALIFORNIA. Contact: San Francisco Industries Manufacturers and Wholesalers Association, San Francisco.		
Sunday Jan. 20- Jan. 25	FASHION MARKET WEEK IN DALLAS Contact: Virginia Schaeffer, 1101 Commerce St., Dallas, Texas.	DALLAS FASHION CENTER	DALLAS, TEXAS
Jan. 20- Jan. 25	MIAMI FASHION COUNCIL SPRING & SUMMER MARKET AT CASABLANCA HOTEL, MIAMI BEACH, FLA. Contact: Miami Fashion Council, Miami.		
Monday Jan. 21 3:30 P.M. Cocktails	COCKTAIL PREVIEW OF SUMMER COLLECTION Presentation of Jerry Parnis' collection of Summer cottons, for press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM-7TH FLOOR
Monday Jan. 21 5:00 P.M. Cocktails	FASHION SHOW AND RECEPTION Presenting "Companion Colors" cotton fashions, at a reception and showing for wholesalers and retailers of "over-the-counter" piece goods, and the fashion press. The 1952 Maid of Cotton will be present. By invitation only. Publicity: Alyce Dunshee, WO. 2-3000.	AVONDALE MILLS	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 22 9:30 A.M. Breakfast	PRESENTATION OF DESIGN COMPETITION AWARDS Official presentation of Awards will be made to winning manufacturers in the First Annual Hess Brothers Versatility In Design Competition. By invitation. Publicity: Eileen Milling, Bert Nevins, Inc. WI. 7-9715.	HESS BROTHERS	WALDORF-ASTORIA ASTOR GALLERY
Tuesday Jan. 22 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: AMERICAN COSTUMES & FURNISHINGS "Ribbons and Laces, and Old-Fashioned Faces"--an exhibition of portraits, costumes, and furnishings of Early America, will be shown to the press in the American Wing. <u>Open to public: Friday, Jan. 25.</u> Publicity: Lillian Greene, TR. 9-5500. Ext. 442.	THE COSTUME INSTITUTE	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
Tuesday Jan. 22 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION The National Cotton Council will introduce the 1952 Maid of Cotton and her washable cotton wardrobe at the 25th Annual Convention of the Association of American Soap & Glycerine Producers. By invitation only. Contact: Ruth Goldberg, Ass'n of American Soap & Glycerine Producers, MU. 6-3662; or Margot Herzog, National Cotton Council, WQ. 4-2521.	SOAP ASSOCIATION & COTTON COUNCIL	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Jan. 23 12:00 Noon Luncheon	PRESS PREVIEW OF FASHIONS AND FABRICS Preview of Spring costumes, created by leading designers, in John Walther fabrics. By invitation only. Publicity: Elena Turner at Walter Harrison Smith Associates, JU. 6-0143.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 23 12:30 P.M. Luncheon	RESORT & SPRING FASHIONS AT LUNCHEON SHOWING Resort and Spring fashions will be presented by Bonwit Teller at "Holiday Living" show in coordination with Holiday magazine. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 23 12:30 P.M. Luncheon	LUNCHEON SHOWING OF CRUISE FASHIONS Presentation of Cruise fashions by Margaret Newman during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Margaret Newman Contact: LA. 4-4278 or PL. 9-3909. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MARGARET NEWMAN	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Jan. 23 3:30 P.M. Cocktails	PRESS SHOWING OF SPRING JEWELRY Karu will present their Spring jewelry collection to the press. By invitation only. Publicity: June Greenwall, LE. 2-5377.	KARU	411 FIFTH AVENUE SHOWROOM-5TH FLOOR
Thursday Jan. 24 9:15 A.M. Breakfast	PREVIEW: SPRING BRA FASHIONS Presentation to the press of Lovable's bra and "sun-sets" for Spring and summer. By invitation only. Publicity: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE SHOWROOM
Thursday Jan. 24 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Press preview of Benham Originals for Summer by Bender and Hamburger. (Note <u>Change of Date and Time</u>). By invitation. Publ.: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 24 12:30 P.M. Luncheon	SHOWING OF SOPHIE ORIGINALS FOR SPRING Luncheon showing of Sophie Originals. Press by invitation. Public by reservation: EL. 5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
Thursday Jan. 24 2:30 P.M.	RESIDENT BUYERS PREVIEW: SUMMER DRESS COLLECTION Resident buyers' preview for Summer. By invitation. Showing of Crystal dresses; Haymakers separates, Lady Northcool suits, Izod of London men's shirts and Emilio of Capri sunclothes will begin <u>Monday, Jan. 28 at 10:30 A.M. and 2:30 P.M., daily.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Thursday Jan. 24 3:00 P.M. Cocktails	PREVIEW: SPRING AND SUMMER DRESS FASHIONS Press preview of Donald Dress "dusk to dawn designs" for Spring and Summer. By invitation only. <u>Trade showings, beginning Monday, Jan. 28 at 10:30 A.M., 1:30 P.M. and 3:30 P.M., daily.</u> Contact: Chester Herzog, LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
Thursday Jan. 24 4:00 P.M. Cocktails	SUMMER COLLECTION AT PRESS PREVIEW Presentation to the press of Hannah Troy's collection for Summer. By invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH FLOOR SHOWROOM-2ND FLOOR
Friday Jan. 25 3:00 P.M.	SPRING FURS AT PRESS SHOWING Greenwood will invite the press to a preview of their Spring fur collection. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	GREENWOOD FURS, INC.	130 WEST 30TH STREET SHOWROOM-12TH FLOOR
Monday Jan. 28 10:30 A.M. And 4:00 P.M.	PIERRE BALMAIN AND MARIA KRUM COLLECTIONS Opening of <u>Pierre Balmain's</u> first American collection and <u>Maria Krum's</u> collection for late Spring and Summer. Press preview at 10:30 A.M. Trade opening at 4:00 P.M. By invitation only. Contact: Dorothy L. Smith, Managing Director, CI. 7-3060.	MARIE KRUM, INC.	41 WEST 56TH STREET SHOWROOM

Beginning Monday Jan. 28	FOGA TO SHOW SUMMER LINES Members include: LARRY L. ALDRICH HANSEN BANG, INC. BEN BARRACK, INC. CAPRI PROCKS, INC. ~~DEITSCH WERSBA & COPPOLA~~ ELFREDA-FOX, INC. ~~BEN J. GAM, INC.~~ ED GERRICK, INC. A. GOODMAN & CO. GRABOIS Contact: Leonard W. Gendler, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ AND DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE PROCKS NAT KAPLAN, INC. DAVID LEVINE CO. MILMONT GOWNS CO. NATHAN-STRONG, INC. PAUL PARNES CORP.	MANUFACTURERS' SHOWROOM PARNIS-LIVINGSTON, INC. BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONNHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
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Beginning Monday Jan. 28	OPENING OF SPRING AND SUMMER COLLECTION Daily showings of street, dinner and evening gowns at 10:30 A.M., 2:30 P.M., 4:00 P.M. Contact: Minnie Borden, LO. 5-0525.	JACK HERZOG & BRO., INC.	530 SEVENTH AVENUE SHOWROOM
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Jan. 28	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Monday, Jan. 28:</u> Norman Hartnell; Lachasse; Peter Russell; Michael Sherard. <u>Tuesday, Jan. 29:</u> Hardy Amies; Charles Creed; Digby Morton; Victor Stiebel. <u>Wednesday, Jan. 30:</u> Mattli; Worth Ltd. Admission by invitation only. Contact: Lilian Hyder, 36 Bruton Place, London W.1.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.1, ENG.
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Seventh Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. For tickets, contact: BE. 3-0500. Fashion Publ.: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 31 12:30 P.M. Luncheon	PATTULLO-JO COPELAND SPRING FASHIONS Showing of Spring fashions by Pattullo-Jo Copeland. Press by invitation. Public by reservation. Saks Publ.: Carolyn Haight, PL. 3-4000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Beginning Friday Feb. 1	TENTATIVE OPENING DATES: PARIS COLLECTIONS <u>Fri., Feb. 1:</u> BRUYERE, HEIM, SERGE KOGAN, PAQUIN, RAPHAEL. <u>Sat., Feb. 2:</u> CARVIEN, LAFAURIE, MONTAIGNE, HENRY PENSEE, M. de RAUCH. <u>Sun., Feb. 3:</u> DESSES, JACQUES FATH, GRIFFE. <u>Mon., Feb. 4:</u> ANNY BLATT, LANVIN, MANGUIN, NINA RICCI, MAGGY ROUFF. <u>Tues., Feb. 5:</u> BOREA, DIOR, GRES, GRIFFE, HERMES, LAMBERT, PATTON, ROCHAS. <u>Wed., Feb. 6:</u> BALMAIN, PATTON, RENAL, SCHIAPARELLI, WORTH. <u>Thurs., Feb. 7:</u> CALIXTE, CHAUMONT, LECOMTE, VRAMANT. <u>Fri., Feb. 8:</u> BALENCIAGA, CLARENCE, ED. SYNE. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Beginning Monday Feb. 4	OPENING OF SUMMER LINES Sportswear Guild Members will show their Summer collections. ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	SPORTSWEAR GUILD KANE-WEILL ~~MUTUAL-ROSENBLUM CO.~~ CHARLES W. NUDELMAN, INC.	INDIVIDUAL SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES
Tuesday Feb. 5 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Adler & Adler's Summer collection, designed by Lorraine Budney. By invitation only. Trade opening at 10:30 A.M. by appointment. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Wednesday Feb. 6-8 12:00 Noon	PREVIEW OF SUMMER COLLECTION Luncheon previews of Carolyn Schnurer's Summer collection. By invitation only. Showings to the trade, beginning Monday, Feb. 11 at 12:00 Noon (box luncheon); and 3:30 P.M., daily. Publicity: Lee Walker, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Friday Feb. 8 10:30 A.M.	PREVIEW: FOX FURS FOR SPRING Contact: Catherine Sisman, PL. 5-2538 or CH. 3-5656.	GRUSKIN & FELDMAN (150 WEST 28TH STREET)	WALDORF-ASTORIA ASSEMBLY ROOM

MOVIES...MUSIC...TELEVISION...THEATRE

Friday
Jan. 11 PREMIERE: "THE MODEL AND THE MARRIAGE BROKER"(Movie) ROXY, 7TH & 50TH ST.
Twentieth Century-Fox will present a comedy about a female marriage broker and her schemes in promoting love among young people. Stars: Jeanne Crain, Scott Brandy and Thelma Ritter. Producer: Charles Brackett. Director: George Cukor. Wardrobe: Charles Le Maire and Renie. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Monday
Jan. 14 OPENING: "FANCY MEETING YOU AGAIN" ROYALE THEATRE, 242 WEST 45TH ST.
The George S. Kaufman-Leween MacGrath comedy will be presented by Chandler Cowles. Stars: Leween MacGrath. Publ.: Nat Dorfman, LO.3-0858.

Beginning
Monday
Jan. 14 TENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Jan. 14: Puccini's MADAMA BUTTERFLY. Jan. 16: Verdi's RIGOLETTO.
Jan. 17: Mozart's COSI FAN TUTTE. Jan. 18: Puccini's LA BOHEME. Mat..
Jan. 19: Puccini's GIANNI SCHICCHI and Strauss' SALOME. Eve., Jan. 19:
Donizetti's LUCIA DI LAMMERMOOR. Publicity: Margaret Carson, PE. 6-1200.

Tuesday
Jan. 15 OPENING: "THE SHRIKE" CORT THEATRE, 136 WEST 48TH STREET
Jose Ferrer and Judith Evelyn will star in Joseph Kramm's new play, produced and directed by Mr. Ferrer. Settings: Howard Bay. Publicity: James Proctor, VA. 6-5084.

Wednesday
Jan. 16 PREMIERE: "SCANDAL SHEET" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
A crusading newspaper man uncovers a murder story when he becomes involved in a lonely hearts' club. Picture released by Columbia, stars Broderick Crawford, John Derek and Donna Reed. Producer: Edward Small. Director: Phil Karlson. Wardrobe: Jean Louis. Publ.: Hortense Schorr, CI. 5-5000.

Wednesday
Jan. 16 OPENING: "DESIRE UNDER THE ELMS" ANTA PLAYHOUSE, 245 WEST 52ND ST.
Eugene O'Neill's play will be the first of the ANTA Playhouse series, January to May 1952. Stars: Karl Malden and Douglas Watson. Director: Harold Clurman. Setting and Lighting: Mordecai Gorelik. Publicity: Barry Hyams, PL. 7-7327.

Wednesday
Jan. 16 PREMIERE: "THE LIGHT TOUCH" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
Stewart Granger, Pier Angeli and George Sanders will star in MGM's drama about a daring theft and romance between a worldly adventurer and a sensitive young girl. Producer: Pandro S. Berman. Director: Richard Brooks. Costumes: Helen Rose. Publicity: Herbert Crocker, JU. 2-2000.

Thursday
Jan. 17 OPENING: HOLLYWOOD ICE REVUE MADISON SQUARE GARDEN, 8TH AVE. & 50TH ST.
Arthur M. Wirtz will present the Fourteenth Annual Hollywood Ice Revue with a cast of prominent skaters headed by Barbara Ann Scott, Olympic Champion. Beginning Jan. 17 through Jan. 24 and Jan. 28 through Feb. 6. Prices: \$1.50-\$6.00. Publicity: Lillian Jenkins, CO. 5-6800.

Wednesday
Jan. 23 OPENING: "COME OF AGE" CITY CENTER, 131 WEST 55TH ST.
A musical play by Clemence Dane and Richard Addinsell with Muriel Rahn will be presented by Guthrie McClintic, the third in series of plays for the Winter Season. Director: Morton da Costa. Setting: Peter Larkin. Costumes: Frances Jones. Publicity: Sol Jacobson, CH. 4-1482.

Thursday
Jan. 31 OPENING: "MONTH OF SUNDAYS" MARTIN BECK THEATRE, 302 WEST 45TH ST.
Starring Gene Lockhart and Nancy Walker. Costumes: Kenn Barr. Director: B. G. Shevelove. Producer: Carly Wharton. Setting: Jo Mielziner. Publicity: Philip Bloom, CH. 4-5185.